

BOOK REVIEWS

New organic resources

The BFA is building on its resources for benefiting its members and others. In many cases considerable member discounts are available on resources from the BFA online bookshop. Visit <www.bfa.com.au>.

The Chemical Maze By Bill Statham

Read the third edition book titled *The Chemical Maze* and you may never look at your food and cosmetics the same way again. This best selling pocket sized book has become an indispensable reference for health conscious shoppers since its release in 2001. Its simple table format easily educates the reader on the potential health effects relating to food additives and cosmetic ingredients.

More than 3000 additives have been categorized and new ones are being introduced everyday. Preservatives are introduced to food to extend shelf life, colourings to make food look more attractive and flavourings are added to replace the 'natural flavour' that has been stripped away from over processing. The cheapest way to achieve all this is to add synthetic chemical compounds, but unfortunately many people are allergic to them.

What about cosmetics and personal care products like make up, toothpaste, hair care, moisturisers and soaps? Who would have thought that over 800 chemicals which are used to make some of these products are known toxins? It starts to become rather confusing as to what's safe and what's not, so what can we do about it?

Australian Author and natural health practitioner 'Bill Statham' has come up with the answer. His book is self pub-

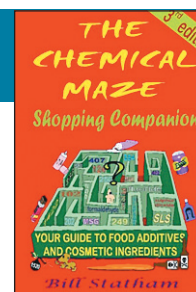
lished and distributed around the world and is regarded as the almanac of additive code books.

"We are not trying to say to people you can't do this or you can't do that, we're simply offering up to date researched information in a simple format book which allows the reader to make smarter and healthier choices when shopping". Quote from Author.

Buying certified organic products is the best way to negotiate the additive maze. You can also become an aware shopper and read the labels on your products and if you are uncertain, refer to a reference guide. The *Chemical Maze Shopping Companion* 3rd edition lists hundreds of these additives and chemical ingredients in alphabetical and numerical order.

The NEW 3rd Edition of "The Chemical Maze" (shopping companion) can be purchased through the B.F.A, Health food shops, Book stores and Online.

Enquiries to: Earth Therapy: Phone/Fax (08) 8287 1198.
Australian & New Zealand Distribution
web: <www.thechemicalmaze.com>
email: <earth-therapy@adam.com.au>



Going Organic By S. Lockie, K. Lyons, G. Lawrence and D. Halpin

Going Organic explores what it takes to get people involved in growing, selling, processing and eating organic food and, in the process, takes a critical look at recent debates over the so-called industrialisation of organic food and agriculture.

The authors identify a range of popular misconceptions that underpin arguments about industrialisation: that organic consumers are wealthy environmental and health extremists; that organic farmers are mostly in it for the money; and that growth in the industry will inevitably undermine its values as big business takes over.

Based on extensive research, *Going Organic* argues that consumption of organic foods is a mainstream activity that cuts across class and ideological barriers. The most committed consumers of organic foods are, in fact, women responsible for feeding their families.

Similarly, there is no clear evidence that larger and newer growers who have entered the industry in the last decade in response to market growth do not share the same values as organic industry pioneers.

Going Organic argues that continuing to expand production and consumption of organic food will depend on the

ability of the organic sector to keep developing more sustainable food systems; protect and enhance standards; improve the livelihoods of organic farmers; and achieve better supply chain co-ordination.

Going Organic is a research-based book written for accessibility to a general audience. The main themes addressed include:

- The current state of the organic industry in Australia and internationally.
- Representation of organic food and agriculture in the mass media.
- Major policy and regulatory issues surrounding organics.
- Factors behind the mobilisation of people as producers, processors, distributors, retailers and consumers of organic food.
- Future challenges and opportunities for the organic industry.

Going Organic is available for purchase in hard copy from the BFA, ph 07 3350 5716, web: www.bfa.com.au

